

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 107386  
**Alt Order #:** 06860593  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 444  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 10/02/12 / 10/05/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** American Rambler Productions  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney for President  
**Demographic:** A35+  
**Product Codes:** PLC02-Republican  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	91	\$92,775.00	\$78,858.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	91	\$92,775.00	\$78,858.75	0.00
<b>Totals</b>	<b>91</b>	<b>\$92,775.00</b>	<b>\$78,858.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	28%	\$92,775.00
Market	100%	\$331,339.29

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$82,834.82
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$92,775.00
KTUD	0%	\$0.00
KVVU	14%	\$46,387.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,566.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/WagM	6-7a		MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$700.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/08/12	10/09/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY	CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$700.00			0.00			
E 2	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners PLS AIR 1/DAY WAKE W/WAGNERS - 1/DAY	CM	6-7a	--W-F--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--W-F--		2			\$700.00			0.00			
E 3	KSNV	10/03/12	10/05/12	Today Show Today Show PLS AIR 1/DAY TODAY SHOW - 1/DAY	CM	658a-9am	--WTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--		3			\$900.00			0.00			
E 4	KSNV	10/08/12	10/09/12	Today Show Today Show PLS AIR 1/DAY TODAY SHOW - 1/DAY	CM	658a-9am	MT-----	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$900.00			0.00			
E 5	KSNV	10/08/12	10/09/12	M-F Today Show II 3rd Hour M-F Today Show II PLS AIR 1/DAY TODAY SHOW 2 - 1/DAY	CM	9-10a	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$425.00			0.00			
E 6	KSNV	10/08/12	10/09/12	M-F Today Show III 4th Hour Today 4th Hour PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$325.00			0.00			
E 7	KSNV	10/03/12	10/05/12	M-F Today Show III 4th Hour Today 4th Hour PLS AIR 1/DAY TODAY SHOW 3 - 1/DAY	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--		3			\$325.00			0.00			
E 8	KSNV	10/08/12	10/09/12	Rachael Ray Rachael Ray PLS AIR 1/DAY RACHEL RAY - 1/DAY	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$325.00			0.00			
E 9	KSNV	10/03/12	10/05/12	Rachael Ray Rachael Ray PLS AIR 1/DAY RACHEL RAY - 1/DAY	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--		3			\$325.00			0.00			
E 10	KSNV	10/08/12	10/09/12	Noon News Noon News PLS AIR 1/DAY. NOON NEWS - 1/DAY	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2			\$425.00			0.00			
E 11	KSNV	10/03/12	10/05/12	Noon News Noon News PLS AIR 1/DAY. NOON NEWS - 1/DAY	CM	12-1230pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--		3			\$425.00			0.00			
E 12	KSNV	10/03/12	10/05/12	Days of our Lives Days of our Lives PLS AIR 1/DAY. DAYS - 1/DAY	CM	1258p-2pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--		3			\$425.00			0.00			
E 13	KSNV	10/08/12	10/09/12		CM	1258p-2pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00





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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 36	KSNV	10/06/12	10/06/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:30 AM-6:00 AM)	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$825.00		0.00						
E 37	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$350.00		0.00						
E 38	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
Sunday Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$750.00		0.00						
E 39	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FOOTBALL IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$2,400.00		0.00						
E 40	KSNV	10/07/12	10/07/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	2	\$10,000.00	1	0.00	NM	2	\$20,000.00
PLS GIVE MAX SEP. NFL - PLS GIVE MAX SEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	2		\$10,000.00		0.00						
E 41	KSNV	10/07/12	10/07/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
JEOP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$1,200.00		0.00						
E 42	KSNV	10/07/12	10/07/12	LAW & ORDER (synd) PRIME Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
L&O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$1,200.00		0.00						
E 43	KSNV	10/07/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	2		\$1,100.00		0.00						
N 44	KSNV	10/03/12	10/03/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$750.00
PLS AIR 1/DAY JEOP - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/01/12-10/07/12		Jeopardy in PRIME	M-SA 8-11p / SUN		--W-----	:30	\$750.00		0.00	NM			
N 45	KSNV	10/03/12	10/03/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p / SUN	--W----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
PLS AIR 1/DAY WHEEL - 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--W----	1		\$1,300.00		0.00						
N 46	KSNV	10/08/12	10/09/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MT-----	:30	1	\$75.00	3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	1		\$75.00		0.00						
Totals													91	\$92,775.00	